

U.S. Department
of Transportation

United States
Coast Guard



Commandant
United States Coast Guard

2100 Second Street, S.W.
Washington, DC 20593-0001
Staff Symbol: G-IPA
Phone: (202) 267-0944
Fax: (202) 267-4307
Email:

COMDTNOTE 5780
OCT 14 2003

COMMANDANT NOTICE 5780

CANCELLED: OCT 13 2004

Subj: 2003 CHIEF JOURNALIST ALEX HALEY, COMMANDER JIM SIMPSON AND DOD
THOMAS JEFFERSON AWARDS

Ref: (a) Public Affairs Manual, COMDTINST M5728.2C
(b) DoD Thomas Jefferson Awards Program Standard Operating Procedure, January 1, 2002
through December 31, 2003

1. PURPOSE. This Notice solicits participation in the 2003 JOC Alex Haley, CDR Jim Simpson and DoD-sponsored Thomas Jefferson public affairs awards.
2. ACTION. Area and District Commanders, Commanders of Maintenance and Logistics Commands, Integrated Support Commands and headquarters units shall ensure widest dissemination. Submissions must reach Commandant (G-IPA-5) by 1 March 2004. Unit commanders are strongly encouraged to seek recognition for their collective achievements and individual accomplishments in telling the Coast Guard story. Internet release authorized.
3. DISCUSSION.
 - a. The JOC Alex Haley Award is named in honor of the Coast Guard's first chief journalist and renowned author. It recognizes individual authors and photographers who have had articles or photographs communicating the Coast Guard story published in internal and/or external publications.
 - b. The CDR Jim Simpson Award is named for the first press assistant to the Commandant. It recognizes a unit's excellence in its entire public affairs program – media relations, internal information and community relations.
 - c. The Thomas Jefferson Award recognizes military and civilian employee journalists for outstanding achievement in internal information. The program is administered by the DoD's

DISTRIBUTION – SDL No.

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NON-STANDARD DISTRIBUTION:

Defense Information School, with guidance from the Office of the Assistant Secretary of Defense for Public Affairs (OASD (PA)). The award is named for Thomas Jefferson, the nation's third president and author of the Declaration of Independence.

- d. For more information, access the Coast Guard Public Affairs Net, via the intranet, at <http://cgweb.uscg.mil/g-i/PAnet/PAnet.htm>, which contains examples of winning work, past judges comments and tips and other information; or, contact CWO2 Brandon Brewer at 202-267-0944 or bbrewer@comdt.uscg.mil.

4. ELIGIBILITY.

- a. JOC Alex Haley Award. All Coast Guard members are encouraged to participate. Entries will be divided into four categories: Author, Public Affairs (Officers and rated Public Affairs Specialists); Author, All Others; Photographer, Public Affairs (Officers and rated Public Affairs Specialists); and Photographers, All Others.

- (1) Public affairs officers are those officers formally trained and assigned to headquarters, area, or district public affairs officer billets during the competition year.
- (2) Since conducting public affairs is not their primary responsibility, unit collateral duty public affairs officers and graduates of the five-day Coast Guard Public Affairs Course (COPAC) will be entered in the "all others" category.

- b. CDR Jim Simpson Award. All Coast Guard units are eligible and encouraged to participate. Units with assigned public affairs specialists will be evaluated separately. Units in which a Public Affairs Detachment (PADET) is co-located will be considered as units without assigned public affairs specialists, so long as the unit's personnel are primarily responsible for its public affairs achievements.

- (1) Commandant (G-IPA) will categorize units by size and/or mission type. The number of active-duty military personnel assigned to the unit will determine unit size. Many units effectively employ Reservists and Auxiliarists and rely heavily on these staffing resources to assist in their public affairs efforts. However, to fairly determine the sizes of all Coast Guard units, these members are not available full-time and will not be included to determine unit size.
- (2) The exact number of competition categories is solely dependent upon the number of submissions. Commandant (G-IPA) will make every effort to categorize units with like units to provide an equitable opportunity for success.

- c. Thomas Jefferson Award. Refer to the Department of Defense Thomas Jefferson Awards Program Standard Operating Procedure document for more information, available on the Internet at <http://www.dinfos.osd.mil/tjweb/>.

- 5. JUDGING. Judging for the Haley and Simpson awards will be conducted at Coast Guard Headquarters during March 2004. Commandant (G-IPA) will select a five-person panel to

evaluate award entries. The panel may include, but is not limited to, Coast Guard active duty and Reserve service members, Auxiliarists, Defense Information School instructors, and members of academia, civilian media and professional organizations. Criteria for panel selection will be professional experience and the ability to evaluate submissions objectively. Refer to enclosure (1) for specific judging criteria. Judging for the Thomas Jefferson Award will be conducted at the Defense Information School during April 2004.

/S/ JOEL R. WHITEHEAD

Captain, U.S. Coast Guard

Acting Assistant Commandant for Governmental and Public Affairs

Encl: (1) 2003 Coast Guard JOC Alex Haley and CDR Jim Simpson Awards, DOD Thomas Jefferson Awards Program SOP

**U.S. COAST GUARD
JOC ALEX HALEY AND CDR JIM SIMPSON AWARDS,
DOD THOMAS JEFFERSON AWARDS PROGRAMS
STANDARD OPERATING PROCEDURES
COMPETITION YEAR 2003**

The JOC Alex Haley Award recognizes the special achievements of individual authors and photographers whose published works have communicated the Coast Guard story. The CDR Jim Simpson Award recognizes excellence in a unit's overall public affairs program of media relations, community relations and internal information. The Thomas Jefferson Award, operated under the aegis of the Office of the Assistant Secretary of Defense for Public Affairs, recognizes journalistic excellence in internal information, and is open to Coast Guard journalists and photographers.

These awards are designed to encourage and formally recognize Coast Guard-wide participation in conducting our important public affairs mission. The Coast Guard's success depends in great measure upon the American public understanding and supporting our missions. Consequently, our Service needs every member to continue to tell the Coast Guard story.

We have already enjoyed great successes. The Coast Guard has continued to experience an increase in mainstream exposure, name recognition and public support. Fruits of our public affairs efforts include depiction in numerous blockbuster Hollywood films, cable television documentaries and reality-based television programs over the past several years, and substantial coverage in local and national news programs and publications.

CHIEF JOURNALIST ALEX HALEY AWARD

I. Background

The JOC Alex Haley Award is named in honor of the Coast Guard's first chief journalist and renowned author. It recognizes individual authors and photographers who have had articles or photographs communicating the Coast Guard story published in internal and/or external publications.

II. Eligibility

- A. This competition is open to individual Coast Guard active duty, reserve, civilian, auxiliary and family members.
- B. Entries will be divided into two journalism and two photography categories.
 - 1. Public affairs officers and rated Public Affairs Specialists may compete in categories A and C. Public affairs officers are those officers formally trained as, and assigned to headquarters, area or district public affairs officer assignments during the competition year.

2. All other members may compete in categories B and D. Unit collateral duty public affairs officers and graduates of the five-day Coast Guard Public Affairs Course (COPAC) will be entered in these categories, since conducting public affairs is not their primary responsibility.
- C. Members should submit both electronic and hard copy versions of their work, if possible. Stories should be on a 3.5" disk or compact disc in text (.txt) format. Photographs should be on a 3.5" disk or compact disc in Joint Photographic Experts Group (.jpeg) format, or as .pdf files of the page on which they were published.
 1. Electronic version must be identical to hard copy products, with no further editing or enhancements applied after initial publication.
- D. All submissions must reach Commandant (G-IPA-5) no later than 1 March 2004.
- E. All author and photographer submissions will be screened for possible nomination for the DoD Thomas Jefferson Awards (see the Thomas Jefferson Award section and/or Encl. 2 for more information). Entries that are not forwarded for the Jefferson Award competition will be returned after judging.

III. Categories

Category A: Author, Public Affairs

Category B: Author, All Others

Specifications for categories A and B:

1. An article refers to any published material that tells the Coast Guard story in internal or external publications – newspapers, magazines, Internet publications, etc. Examples of articles include straight news, features, commentary and sports.
2. Submit work published only during the competition calendar year.
3. Provide clean 8.5"x11" photocopies of published article tear sheets (clippings). These photocopies will be further reproduced and distributed to the judging panel to read prior to the panel convening. Therefore, authors are encouraged to do their best to fit at least a 1/4-inch border around their tear sheet copies and ensure the highest reproduction quality possible.
4. Label the back of each article with the author's name, unit, telephone number, work email address, entry category, publication name(s) and publication date(s).
5. Submit a certificate of authenticity from the responsible Public Affairs Officer for articles that were published without a byline.

Category C: Photographer, Public Affairs

Category D: Photographer, All Others

Specifications for categories C and D:

1. Photographs refer to any original still image depicting the Coast Guard or its service members, published in internal or external publications. Video will not be considered.
2. Submit original tear sheets of published photographs, if possible, because photocopies cannot adequately duplicate a published image. Additionally, photographers must submit an original color print, 5"x7" or larger, of each published photograph. All original imagery will be scanned into the Coast Guard's imagery database. Commandant (G-IPA) will make every effort to ensure photographers are properly credited each time their images are published.
3. Label the back of each photograph with the photographer's name, unit, telephone number, work email address, entry category, publication name(s) and publication date(s).
4. Submit a certificate of authenticity from the responsible Public Affairs Officer for photographs that were published without a credit line.

IV. Judging

Judging will be conducted at Coast Guard Headquarters during March 2004. Commandant (G-IPA) will select a five-person judging panel to evaluate JOC Alex Haley Award entries. The panel may include, but is not limited to, Coast Guard active duty service members, Reservists and Auxiliarists, Defense Information School instructors, and members of academia, civilian media and professional organizations. Criteria for panel selection will be professional experience as an author, photographer or public affairs officer. Finalists' names will be published in an ALCOAST and plaques will be awarded.

- A. Articles. The judging panel will objectively evaluate all article submissions based upon the following criteria:
 1. Content/technical merit. The judging panel will evaluate the article's ability to answer who, what, when, where, why and how; transitions between ideas; use of attribution to strengthen key points or opinions; and use of descriptive writing to creatively tell the story and maintain reader interest. The panel will assume that all publication editors are professional editors and any changes from the original article were made to improve the article for publication.
 2. Topic relevance. Measures subject significance – the degree to which the published articles contribute to the success of our Service. Examples of articles with greater relevance include articles discussing Homeland Security, Deepwater, the Marine Transportation System, SAR system enhancements, etc.

3. Audience/Message impact. Measures the significance of a publication's circulation, frequency and audience (external or internal), as well as how widely a single article was published. An example of high audience impact is an article published in a large city daily newspaper or a single article published in several external newspapers or magazines. Examples of articles with greater audience significance include an article discussing boating safety in coastal community newspapers and articles discussing fishing vessel safety issues in commercial fishermen's trade publications.
- B. Photographs. The judging panel will evaluate all photographic submissions based upon the following criteria:
1. Technical merit. The judging panel will evaluate the image's focus, exposure and composition; creative use of rule of thirds, angles, leading lines, etc.; and, use of natural and artificial light.
 2. Emotional impact. Measures how well an image elicits an emotional response.
 3. Audience/Message impact. Measures the significance of a publication's circulation, frequency and audience (external or internal), as well as how widely a single photograph was published. An example of high audience impact is a photograph published in a large city daily newspaper or a photograph published in several external newspapers or magazines.

COMMANDER JIM SIMPSON AWARD

I. Background

The CDR Jim Simpson Award is named in honor of the late public affairs officer who is best known for his efforts to promote the Coast Guard through the news media. It recognizes a unit's excellence in its entire public affairs program – media relations, internal information and community relations.

II. Eligibility

All Coast Guard units are eligible and encouraged to participate. Units with assigned public affairs specialists will be evaluated separately. Those units in which a Public Affairs Detachment is co-located will be considered as units without assigned public affairs specialists so long as the unit's personnel are primarily responsible for earning its public affairs achievements.

- A. Commandant (G-IPA) will categorize units by size and/or mission type. The number of active-duty military personnel assigned to the unit will determine unit size. Many units effectively employ Reservists and Auxiliarists and rely heavily on these staffing resources to assist in their public affairs efforts. However, to fairly determine the sizes of all Coast Guard units, these members are not available full-time and will not be included to determine unit size.
- B. The exact number of competition categories is solely dependent upon the number of submissions. Commandant (G-IPA) will make every effort to categorize units with like units to provide an equitable opportunity for success.

III. Specifications

Submissions should effectively depict a unit's overall public affairs program and provide support material as evidence of their media relations, internal information and community relations efforts. Examples of media relations may include press releases with accompanying newspaper tear sheets (clippings) or video clips from television broadcasts. Examples of internal information include plans of the day/week or articles published in *Coast Guard* magazine. Examples of community relations include a listing of community programs that the unit supports or letters of appreciation from special interest groups. All submissions will be returned after judging.

- A. Submit packages to Commandant (G-IPA) no later than 1 March 2004.
- B. Submit entry packages in one binder. Submission binders shall be no wider than two (2) inches. The front cover of the binder must identify the submitting unit and be labeled "2003 CDR Jim Simpson Award." The front cover will not be judged on appearance.

- C. Enclose a memo, signed by the unit commander, addressed to Commandant (G-IPA) as the first page to the submission binder. This letter should include the following information:
1. The total number of active duty officers and enlisted members assigned to the unit.
 2. The unit's public affairs program goal(s), if identified. How the unit measured the success of its program (i.e., effort vs. results). And identify any areas in which the unit improved its public affairs efforts and results during the competition year.
 3. Introduce what public affairs campaigns, if any, the unit conducted to educate, inform or raise awareness concerning specific issues. Since campaigns may cross all three public affairs activities, support material may be included in several sections to the binder. These sections will be discussed in greater detail in following paragraphs.
 4. The audience size of the local and surrounding communities.
 5. Significant accomplishments, issues or events, and any other important information you wish to highlight for the judging panel. You will find additional discussion ideas throughout the remaining submission and judging criteria.
- D. The binder should be divided into three (3) sections, each clearly labeled as "Media Relations," "Internal Information," "Community Relations". Additionally, unit Web sites are a significant information dissemination vehicle and cross all three elements of public affairs. Should a unit publish an active Web site, evidence of such should be included in a fourth section labeled as "Web site". A list of bullets that summarize a unit's accomplishments should begin each section.
- E. Media Relations section. All units are encouraged to leverage the news media to improve external outreach efforts and raise Service visibility. The news media is the most cost-effective and quickest means to reach a broad segment of the American public. Evidence of a unit's media relations initiative is the frequency of which the unit pursues opportunities to tell its story and whether a Coast Guard spokesperson or original video was used in television news stories. Units should begin this section with a brief summary of its media relations initiatives and accomplishments and include a copy of the unit news release log, if the unit uses one to track its releases. The following addresses submission criteria for specific support material.
1. Newspaper or magazine tear sheets may comprise the majority of the Media Relations section. Submit clean 8.5x11-inch photocopies of newspaper or magazine tear sheets. Do not submit originals. For those tear sheets generated from unit news releases, attach the accompanying news release to the corresponding tear sheet(s). Doing so will provide a more accurate measure of unit-generated media coverage.

2. Television news clips. Compile no longer than a 10-minute sampling of significant television news events during the year, on only one (1) VHS videotape. Editing skills will not be evaluated. Provide a variety of news clips that supports all of the unit's missions. Avoid multiple news clips of the same story; select only the best news clip (e.g. the clip with original CG video or spokesperson may be best). In order to provide as many clips into a 10-minute sampling as possible, it's not necessary to include entire news clips. The following are specific submission criteria:
 - a. Tapes must be clearly labeled with unit name, "2003 CDR Jim Simpson Award" and should list total running time of tape.
 - b. To supplement the videotape, include a log of stories covered on the tape in the Media Relations section of the binder, as well as other television news stories that didn't make the tape. If possible, the log should include the date the story aired, the news station or network identity (Ex.: WPVI-Ch.6, CBS Evening News) and whether a Coast Guard spokesperson or original video aired.
3. Radio. Radio is a valuable medium for raising Coast Guard visibility, especially during morning and afternoon drive times – the two prime radio listening hours. Additionally, some radio stations host public forums to educate their listening public about issues that affect them. Examples include political gabfests and boating safety discussions. Units may submit a compilation audiotape or compact disc of radio events or it may include a printed transcript of these radio broadcasts in the absence of a tape or compact disc.
4. Public affairs campaigns. Units conducting active public affairs programs may develop campaigns to raise awareness concerning a specific issue. These campaigns are typically conducted in advance of an event or media query, but may rely heavily upon the news media to disseminate that message. Evidence of public affairs campaigns to include in the media relations section may include press kits with unit produced or edited video and letters to news media features producers.
5. Additional items that may be included in the Media Relations section include public affairs plans, marketing strategies, public affairs after-action reports and public affairs guidance.
- F. Internal Information section. A brief summary of a unit's internal information accomplishments should begin this section. Internal information activities are those services or tools the unit utilizes to keep service members and their families informed. Support material should be limited to unit-produced events or programs. Internal information products or services may include, but are not limited to, the following items:

1. Internally published articles or photographs. If a unit member's articles or photographs were published in *Coast Guard* magazine or any other internal publication, the unit should submit tear sheets (clippings). These tear sheets must identify the publication and date of issue. Internally published news and feature articles that were not authored by someone assigned to the submitting unit will not be considered. Submit a certificate of authenticity from the responsible Public Affairs Officer for articles published without a byline.
 2. Plans of the Day/Week. Units can submit a sampling of its POD/POW and should mention the frequency of POD/POW publication. To conserve valuable binder space, only submit a limited sampling of POD/POWs and use the brief summary leading this section for further discussion.
 3. Public affairs campaigns. Public affairs campaigns may include awareness initiatives that speak directly to internal customers – the Coast Guard family. Examples of public affairs campaigns include feature or educational stories concerning a significant policy change that affects all Coast Guard family members.
 4. Other internal information events or tools include family cruises, spouses' luncheons, prayer breakfasts, ombudsman newsletters, web site pages, and morale or photo bulletin boards. If hard copy samples of these examples are not available, the unit should mention these activities in the brief summary introducing the Internal Information section.
- G. Community Relations section. A brief summary of a unit's community relations accomplishments should begin this section. Community relations activities include all events or tools the unit utilizes to portray the unit, and its members and families, as integral and integrated members of the local community. Examples of community relations activities include, but are not limited to the following items:
1. Inclusion as a member of the local Chamber of Commerce and participation in Chamber-sponsored events. Managing an active Speakers Bureau, Armed Forces Day events and unit open houses are excellent opportunities to foster public goodwill and raise service visibility. Volunteering as coaches for local sporting teams, as well as participation in Partnership in Education programs, the service's First Book national charity initiative and local Scouting organizations. Although evidence to support participation in these activities may be difficult to capture in hard copy, units should consider listing these activities in the summary portion of the community relations section.
 2. Public affairs campaigns. Public affairs campaigns may include awareness initiatives that speak directly to the local community or a specific group of publics in a local community. An example of a community awareness campaign includes a boating safety educational initiative designed to decrease recreational boater fatalities. Evidence of public affairs campaigns to include in the

community relations section may include photos of billboards, pamphlets, speaking engagements to boating clubs and trip reports to local marinas. Initiatives like this are also great examples of teamwork, since auxiliary personnel may conduct much of this campaign on the unit's behalf.

3. Examples of support material are encouraged, to include: letters of appreciation from social, civic and community associations; a copy of a formalized education partnership directive or plan; or proof of a unit's members volunteering for and/or participating in a community event.

H. Web site section. Many Coast Guard units are effectively using unit web sites as internal and external information vehicles. Managing a unit web site is a strong indication of a unit's public affairs initiative. However, managing a unit web site understandably places a significant drain upon unit staffing resources. In recognition of this significant commitment, units that manage a web site can submit samples of it in a fourth section. Be assured that not having or managing a unit web site will not detract from the unit submission. Units can submit the following support material to represent their web sites.

1. Units using web sites for their outreach programs should include a summary discussing:
 - a. The unit web site mission or purpose, development history, whether the principal webmaster is a unit member, the target audience, the type of information that can be found on the site, the URL address and links to other web sites or pages.
 - b. If a unit records web site hits, include a printed report from an approved program recording the total number of hits during the competition year and the number of hits specifically to the web site index page in the summary.
2. Include a hard copy of the web site index page and other pertinent pages depicting information and links.

IV. Judging

Judging will be conducted at Coast Guard Headquarters during March 2004. Commandant (G-IPA) will select a five-person judging panel to evaluate CDR Jim Simpson Award entries. This panel may include, but is not limited to, Coast Guard active duty members, Reservists and Auxiliarists, Defense Information School instructors, and members of academia, civilian media and professional organizations. Criteria for panel selection will be experience as a public affairs professional and the ability to judge submissions objectively. Finalists will be published in an ALCOAST and plaques will be awarded.

- A. The judging panel will evaluate a unit's:

1. Initiative. The degree to which a unit created opportunities to tell its story through the news media, through participation in community activities and to its Coast Guard family. Units that take a more active posture to informing internal and external audiences will rate higher than those units practicing a more passive approach to public affairs. An example of a unit exercising initiative is a public affairs campaign directed at raising awareness of a specific issue to a specific public.
2. Consistency. A unit should show a consistent effort in all three public affairs activities throughout the entire year. It is possible that a significant event changes command philosophy during a calendar year (change of command, significant news event, etc.) and the unit then shows a consistent effort after that event. If so, units are encouraged to discuss the event and how it affected the unit's public affairs approach in the submission cover letter.
3. Imagery. The quality and amount of video and still photographs a unit captured of their cases and events that successfully augmented efforts in all three public affairs activities. The judging panel will evaluate images that generated news media coverage and were captured in television news reports and newspapers stories; images published in *Coast Guard* magazine; or, whether the unit posts images to a morale board. The panel will also evaluate the overall extent to which units fulfill the Commandant's imperative of increasing Coast Guard visibility by making imagery capture part of their total mission.
4. Team participation. The degree to which the entire unit -- including active duty, Reservists and Auxiliarists -- participated in telling the Coast Guard story.

THOMAS JEFFERSON AWARD

I. Background

The Thomas Jefferson Award recognizes military and civilian employee journalists for outstanding achievement in internal information. The program is administered by the DoD's Defense Information School (DINFOS), with guidance from the Office of the Assistant Secretary of Defense for Public Affairs (OASD(PA)). The award is named for Thomas Jefferson, the nation's third president and author of the Declaration of Independence. Jefferson appreciated the importance of news and the free flow of information to the proper functioning of government and society.

II. Eligibility

- A. Commandant (G-IPA) selects individual Coast Guard entrants and submits their published work to DINFOS for competition in the Thomas Jefferson Award Program.
- B. Members who wish to compete for a Thomas Jefferson Award are strongly encouraged to first compete for an Alex Haley Award, as the Haley competition is a clearinghouse for potential Thomas Jefferson Award submissions.
 - 1. Members should thoroughly review the Alex Haley Award and Thomas Jefferson Award eligibility requirements, entry specifications and competition categories.
- C. Refer to the Department of Defense Thomas Jefferson Awards Program Standard Operating Procedure document for more information. It is available on the Internet at <http://www.dinfos.osd.mil/tjweb/>.

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